

# Tiffany R. Ragsdale

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Copywriter • Copy Editor • Inbound Marketing Consultant • Content Creator • Content Editor

## Profile

**Experienced freelance writer specializing in both copy and content production as well as editing.**

Working with B2B and B2C companies to develop, create, and publish content and copy that serves to organically grow their customer base while increasing their current retention rate. **Certified inbound marketing consultant working with businesses to implement the associated methodology.** Such services include targeted keyword research, content ideation, social media and editorial calendar creation, and email marketing outlines.

Delve further into my skills, experience, and focus areas by visiting my [digital portfolio](#).

## Skills

- Content Creation • Copywriting • Search Engine Optimization • CRM (Salesforce)
- Content Marketing Strategy • Social Media Marketing • CMS (Wordpress) • CSS
- Graphic Design • Copy Editing • Targeted Keyword Research • Copy Editing • HTML

## Education

**Bachelor of Arts in English Literature & New Media**

Marylhurst University, 2015, 3.9 GPA

**Inbound Marketing Certification**

HubSpot, 2016

**Content Marketing Certification**

HubSpot, 2017

## Experience

### Copy Editor

Jan. 2018 - Current

- Editing branded copy to ensure it flows smoothly as well as grabs the attention of the audience.

**Heartland Dental** (Contract via Creative Circle: January 2018 - May 2018)

- Assisted web admins with new client website setups using their in-house CMS.
- Uploaded copy to newly created websites.
- Edited copy to ensure both grammatical and content accuracy as well as consistency.
- Heavy focus on SEO best practices during copy editing procedures to boost each client's organic search rankings upon publication.

### Copywriter & Content Creator

Aug. 2015 - Current

- Writes, researches, and edits copy and content for B2B and B2C companies in various types of categories and formats, including social media posts, blog posts, landing pages, and product descriptions.
- Using search engine optimization to increase the client's search engine ranking organically.
- Follows AP Style or client's guidelines when writing and editing articles.
- Matches the language and tone of copy and content to each brand's voice.
- Creates social media copy for a range of platforms, including Facebook, Twitter, Instagram, and Google+.

### LocalVox (Vival)

Jan. 2017 - Current

- Writes SEO-heavy copy and content focused on building brand awareness and expanding customer base at the local or regional level for clients across the U.S.

- Completes three to six article requests — 300 to 500 words each — per day, totaling around 60 to 120 pieces per month.
- Creates month-long social media calendars for eight to 16 clients per month, which includes crafting copy and selecting media for outlined campaigns.

### **ContentWriters, LLC**

Nov. 2016 - Current

- Working with national and global clients across a range of industries, including rideshare, travel, and transportation.
- Primarily focused on educational content articles for repeat clients, ranging from 500 to 1,000 words.
- Occasional copy creation focused on branding or specific product promotion, such as product descriptions.

### **Inbound Marketing Consultant**

Aug. 2016 - Current

- Assisting companies with the implementation of the inbound marketing methodology.

### **Sherpa** (Contract via Creative Circle: January 2017 - February 2017)

- Created buyer persona graphics for the B2B SaaS company's sales team based on their current customers and leads, including the complete buyer's journey and buying cycle.
- Completed in-depth targeted keyword research based on their buyer personas.
- Provided detailed content ideation suggestions based on the results of the keyword research.
- Created a content editorial calendar and social media calendar specific to the needs of the company with each spanning 12 months.
- Developed comprehensive guides for the Director of Communications covering search engine optimization, social media marketing, and email marketing based on the current and future needs of the company.
- Completed website audit and reviewed social media platforms to provide suggestions based on SEO and copy best practices.

## **Specialties**

- Marketing • Dental • Real Estate • Finance • B2B • SaaS • Construction • HVAC • Travel
- Plumbing • Legal • Pro AV & Cinema Screens • On-Demand Industries

## **Notable Clients**

- [Strong | MDI](#) - B2B Pro AV & Cinema Screen Manufacturer (via ContentWriters LLC)
- [BusTickets.com](#) - B2C Regional & National Bus Ticket Booking Service (via ContentWriters LLC)
- [Heartland Dental](#) - B2B Non-Clinical Support Services for Dental Practices (via Creative Circle)
- [Sherpa](#) - B2B CRM Software Company Specializing in the Senior Housing Industry (via Creative Circle)
- [Rideshare Central](#) - B2C Knowledge-Based Company Specializing in the On-Demand Sector (via ContentWriters LLC)
- [Time Shred](#) - B2B & B2C Regional Professional Shredding Company Providing Commercial & Regional Document Destruction (via ContentWriters LLC)
- [Beach.com](#) - B2C Hotel & Beach Resorts Specialist Offering Guidance With Customer Destination Selection (via ContentWriters LLC)